

PHUKET WEEKLY UPDATE

No67/18042025



PHAB 007

**OUR PHAB 007 EVENT IS SELLING FAST:-
DON'T MISS THIS GREAT EVENING - BUY YOUR TICKETS NOW!**

COURTYARD BY MARRIOTT
PHUKET TOWN

PHAB 007

MAY 17 2025

Theme: James Bond 007

From Phuket with Love

Your Mission: Indulge in a Night of Luxury for a Great Cause

Since 2017, the Phuket Hotels Association has proudly sponsored 93 full-time students in Hospitality and Tourism. These scholarships cover 3 to 4 years of study, empowering young talents to shape the future of Phuket's hospitality industry.

With your support, we can extend this life-changing opportunity to even more students in 2025 and beyond.

Dine, Drink & Make a Difference

A Five-Star Culinary Affair

- Exclusive menu by Phuket's top hotel chefs
- Signature cocktails by expert mixologists
- All-inclusive with your ticket

Ticket Options

Premium 4,900 - THB
VIP 5,900 - THB

Price only NET and inclusive of all food, and drinks supplied by member hotels.

REGISTER HERE

+66 (0)76 619518 / info@phukethotelsassociation.com
phab@phukethotelsassociation.com

PHUKET HOTELS ASSOCIATION | COURTYARD BY MARRIOTT PHUKET TOWN | CREATIVE CONCEPT

TICKETS ON SALE NOW !!

PHAB 007 is coming to Phuket! 🍷✨ Get ready for a night of intrigue, elegance, and action as we bring a James Bond-inspired fundraising gala to **Courtyard by Marriott, Phuket Town, on May 17th from 6.30 pm to midnight.**

This is your chance to dress to impress, mingle, and make a real impact—all while supporting local Phuket students on their journey to a career in hospitality. Join us for an unforgettable evening filled with entertainment, great company, and a mission to make a difference.

Don't miss out—be part of this PHAB event! Seats and tables are filling **FAST!!** Have you got yours?



Secure your table

NOW

UPCOMING EVENTS



PHUKET GREEN DAY

Join us as we clean up Phuket in various parts of the island for **World Earth Day**.

Register [HERE](#) your own clean-up or join one of our member hotels clean-up activities.

We only have one Earth, lets look after her together!



BEING 2025: Transforming Wellness Business in Thailand

BEING 2025 Thailand is a groundbreaking B2B wellness event designed to foster connections and innovation in the industry. Taking place in Phuket on May 19, 2025, this one-day event features idea-led workshops, expert-led mainstage sessions, exhibitors, and networking opportunities. It focuses on specialized wellness solutions for hotels, hospitality, fitness, and restaurant businesses.

Register [HERE](#)

UPCOMING EVENTS

PHIST 2025



SAVE THE DATE!

PHIST 2025 is happening on Monday, 1st September at Angsana Laguna Phuket.

This must-attend Learning event for sustainable tourism in Southeast Asia is back—bigger, bolder, and in person.

Don't miss it.



Organizer:



Enter here:



Organizer:



SUPPORTING PARTNER ANNOUNCEMENT



18 - 19 NOVEMBER 2025 | QSNCC, BANGKOK, THAILAND

GET YOUR FREE PASSES NOW

★ Partnership Announcement: Terrapinn x Phuket Hotels Association ★

We're pleased to partner with Terrapinn for NoVacancy Asia 2025 – Asia's leading event for the hotel and accommodation industry.

NoVacancy Asia 2025, taking place on 18 & 19 November 2025 at QSNCC, Bangkok is where hospitality leaders, innovators, and suppliers come together to explore the latest trends, technology, and solutions shaping the future of accommodation. With Phuket's thriving hospitality sector, this partnership strengthens our commitment to driving growth, innovation, and excellence in the industry.

Join us at NoVacancy Asia 2025 and be part of the conversation that's redefining hospitality.

Phuket Hotels Association members can claim their free visitor passes [HERE](#)

THIS WEEKS' NEWS UPDATE



OVER 100,000 PASSENGERS EXPECTED DAILY AT DON MUEANG DURING SONGKRAN

Airports of Thailand (AOT) projects Don Mueang Airport will serve over 100,000 passengers per day during the Songkran holiday, reflecting strong signs of tourism recovery and rising confidence among both domestic and international travellers. AOT President said this surge will help stimulate the economy and benefit businesses in the tourism and service sectors. To manage the increased traffic, the airport has implemented systems such as the Common Use Passenger Processing System (CUPPS) and biometric facial recognition to speed up check-ins and immigration. AOT has also boosted public transport support, deployed extra staff, and enhanced security throughout the terminal to ensure a smooth, safe travel experience for all during the busy festive season.

For more information

ONLINE ARRIVAL CARDS FOR THAILAND TAKE EFFECT MAY 1



Starting 1 May 2025, all foreign visitors must complete the new Thailand Digital Arrival Card (TDAC) online before entering the country, replacing the TM.6 paper form. This applies to air, land, and sea entries, with exceptions for transit passengers and those using Border Passes.

Required details include passport info, travel plans, accommodation, and a basic health declaration. Group submissions are allowed, and updates can be made before travel. The TDAC requires passport, travel, accommodation, and basic health information. Travellers are urged to submit early to avoid delays. On-site help will be available only in special cases. The system aims to streamline immigration and improve the visitor experience.

For more information

THAILAND WELCOMES 9.55 MILLION FOREIGN TOURISTS IN Q1 2025, CHINESE REMAIN NO.1

Thailand welcomed 9.55 million international tourists between January and March 2025, a slight increase of 1.91% year-on-year. Despite modest growth in arrivals, tourism revenue surged by 10.47%, reaching 462.75 billion baht, indicating higher spending per visitor. China remained the top source market, followed by Malaysia, Russia, India, and South Korea. While Chinese and South Korean arrivals dipped, Thailand saw increased traffic from Japan, Europe, and the Middle East. The Tourism Authority of Thailand (TAT) is reviewing individual market targets, considering several external challenges in early 2025. Despite this, the government maintains its overall goal of attracting 39–40 million tourists this year. The strong revenue figures highlight Thailand's resilience and growing appeal among high-spending travellers.



For more information

THAILAND AIMS FOR TOURISM BOOM: PM OUTLINES STRATEGIC PLAN



Thailand is launching a new tourism strategy focused on attracting high-spending visitors and promoting year-round travel across diverse regions. Declaring 2025 as the "Amazing Thailand Grand Tourism and Sports Year," the government aims to shift focus from tourist volume to visitor value, emphasizing medical, wellness, and luxury tourism.

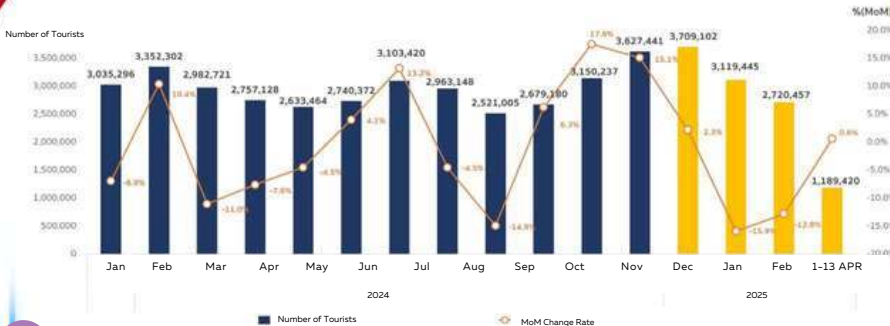
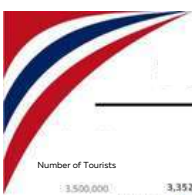
Authorities reassured that popular destinations remain safe following the recent earthquake. Efforts are underway to streamline immigration, enhance digital services, and improve infrastructure to support premium travel experiences.

With 1.6 trillion baht earned from 35 million tourists so far this year, officials are targeting 2.2 trillion baht in revenue by expanding into new markets, offering tailored promotions, and encouraging longer stays.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 13 APR 2025



Number of tourists
(1 JAN - 13 APR 2025)
10,738,424 people
+0.94% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	1,470,834
2	Malaysia	1,333,596
3	Russia	801,532
4	India	631,820
5	South Korea	533,752

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Increase in tourist arrivals during the Songkran Festival, especially this year as the government hosts major events like the Maha Songkran World Water Festival 2025 in Bangkok and regional celebrations in Chiang Mai, Khon Kaen, and Hat Yai.
- (+) Spring school holidays in several European countries including the UK, Germany, and France.
- (+) Announcement of Amazing Thailand Grand Tourism and Sports Year 2025 and the government's Ease of Traveling policy to enhance travel convenience.

ที่มา : กลุ่มสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของกระทรวงการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 15 เมษายน 2568



Source : Economics Tourism and Sports Division Information as of Apr 15, 2025

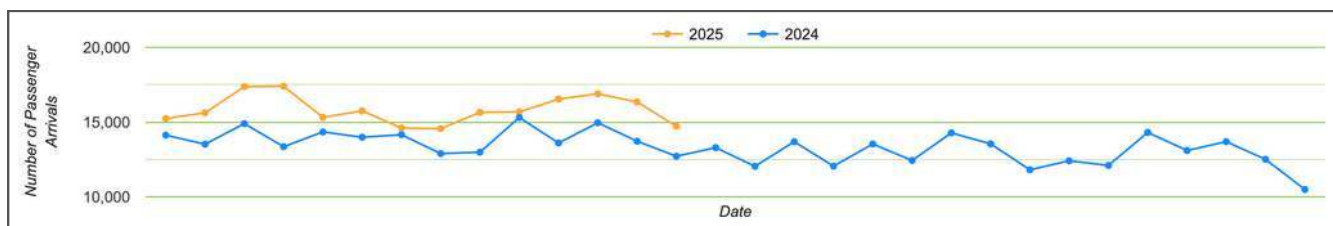
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-14 APR 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	659,068	672,728	↓ -2.03 %
Don Mueang Airport	160,916	196,435	↓ -18.08 %
Phuket International Airport	221,644	194,488	↑ 13.96 %
Chiangmai International Airport	33,771	33,697	↑ 0.22 %
Hat Yai International Airport	4,293	4,122	↑ 4.15%

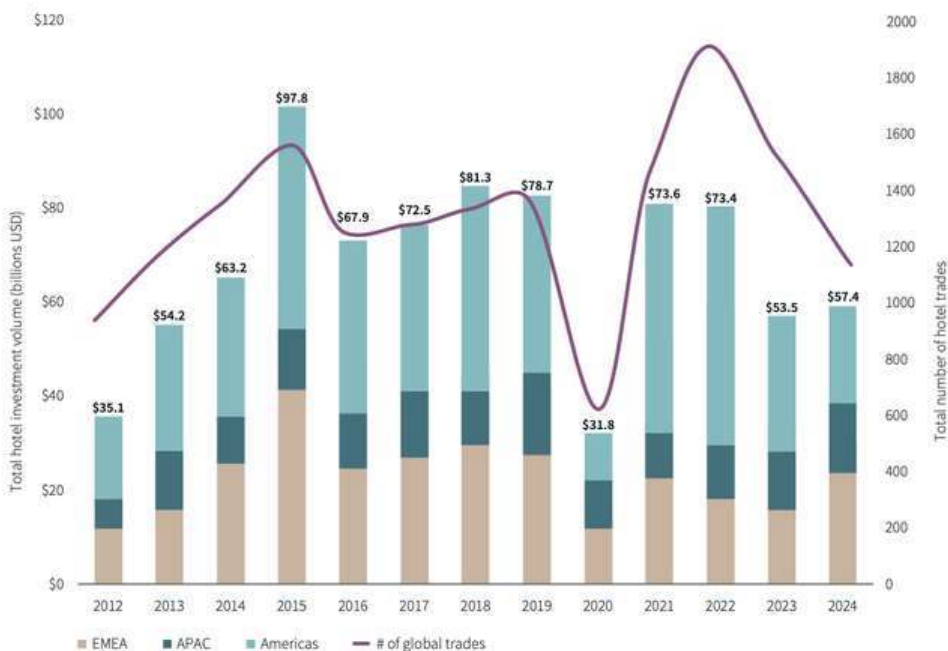
Phuket International Airport - in April



Source: Tourism Authority of Thailand

GLOBAL HOTEL INVESTMENT OUTLOOK 2025

Global hotel investment volume and number of trades: 2012 – 2024

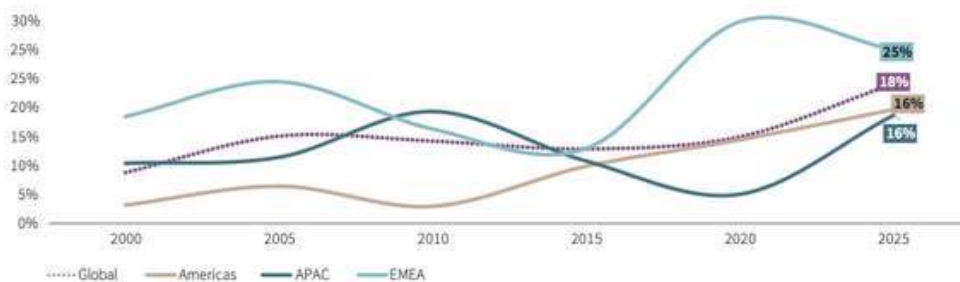


Source: JLL Research
 Note(s): Includes all transactions \$5M+ excluding casinos. Entity-level deals are included only if underlying real estate was traded. 2024 data updated through Dec 24, 2024.

Global hotel investment volume reached \$57.4 billion in 2024, up 7% from 2023 but still 17% below historical levels, with EMEA and APAC seeing growth while the Americas declined.

Despite high interest rates and reduced deal sizes, private equity, HNWIs, and REITs drove activity, particularly in select-service and luxury segments.

Global share of lifestyle hotel rooms in new hotel openings

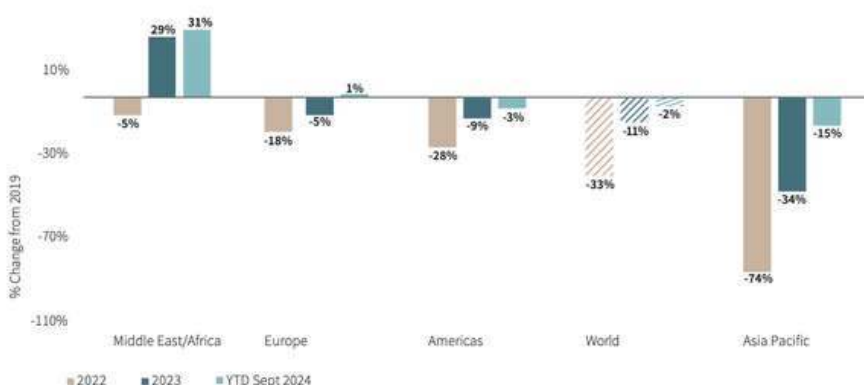


Source: JLL Research, STR Census File as of November 2024.
 Note(s): Supply data is measured in number of rooms and includes all branded hotels in the Upper Midscale, Upscale, Upper Upscale, and Luxury classes as defined by STR. 2025 forecast includes based on JLL's internal methodology.

Lifestyle hotels are becoming central to the Experience Economy, evolving into “third places” where people live, work, and socialize. These hotels now prioritize community engagement, unique experiences, and non-room revenue sources like F&B and events, contributing 40% of total income.

By 2025, lifestyle hotels will account for 18% of all new global hotel openings, reflecting their rising demand and value.

International tourist arrivals recovery vs 2019 by region



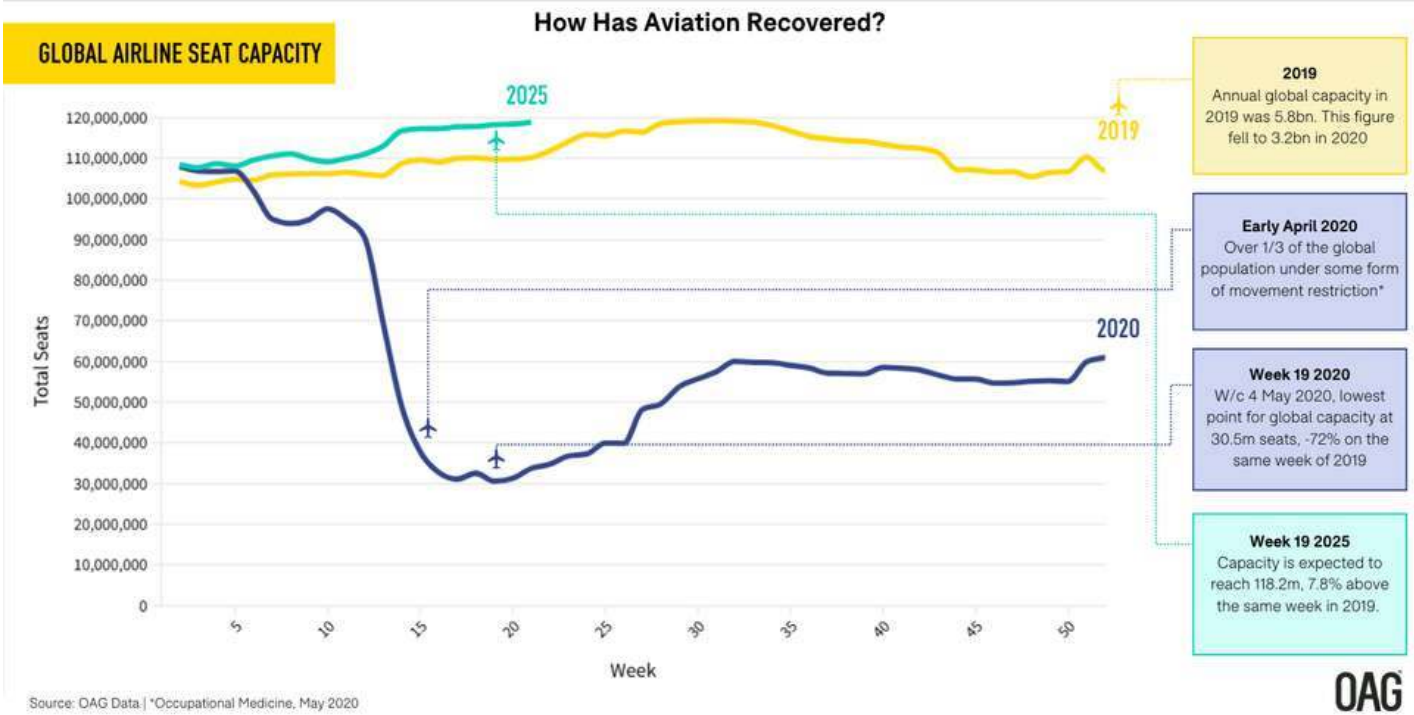
Source: UNWTO
 Note(s): Data collected by the UNWTO and published in November 2024.

Global travel is nearly back to pre-pandemic levels, with the U.S. now the largest outbound market and strong recovery seen in Europe and the Middle East. India is emerging as a major travel market, expected to become the third-largest by 2030, driven by rising incomes, digital engagement, and growing demand for culturally relevant experiences and branded accommodations.

Read full report [HERE](#) Source: JLL

HOW DID COVID-19 LOCKDOWNS AFFECT AIR TRAVEL?

FIVE YEARS ON FROM LOCKDOWNS



By early April 2020, one-third of the world was under lockdown, causing airline seat capacity to drop sharply. In week 19 of 2020, capacity fell to 30.5 million seats—a 72% drop from the same week in 2019. Annual capacity in 2020 totaled 3.2 billion seats, down from 5.8 billion in 2019. By week 19 of 2025, capacity is projected to reach 118.2 million seats, 8% above 2019 levels.

Source: OAG

USEFUL ARTICLES

ENGLISH

[Asia’s Hotel Deal Market Is Booming, Can It Outrun Global Headwinds?](#)

[Top 10 travel trends for 2025: the fastest-growing traveler segments and how hotels can attract them](#)

[7 Trends Driving the Hospitality Industry in 2025](#)

THAI

[‘กำแพงภาษีรับปี’ ป่วนท่องเที่ยว ‘ททท.’ ตรึงยอดนักท่องเที่ยว 1 ล้านปี 68](#)

[นายก ระดมทุกกระทรวง ดันแผนท่องเที่ยว “Tourism and Sports 2025”](#)

[คู่มือการเริ่มต้นธุรกิจโรงแรม Boutique Hotel และ Hostel ในปี 2568](#)

Information sources

- <https://www.bangkokpost.com/>
- https://www.facebook.com/ETSMOTS?locale=th_TH

- THA
- TAT

Disclaimer: members should seek and consult their lawyers / accountants / advisors accordingly and not rely only on the provided information as the information given is only for educational purposes and information as received from a third party.

ABOUT US

"The Phuket Hotels Association is a nonprofit organisation comprising a broad spectrum of hotels"

Phuket Hotels Association Leadership Team

Bjorn Courage	President
Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President
Michael Massey	Director, Business Development

Phuket Hotels Association Core Team

Jayne MacDougall	Executive Director
Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager

Advisory Board

Bill Barnett	Founding Member & Senior Advisor
Sumi Soorian	Senior Advisor
Boon Yongsakul	Advisor
Sears Jivavitnont	Advisor
Eric Ricaurte	Advisor
Sukhchaensingh (Sam) Sethi	Advisor
David Johnson	Advisor

Environment Committee

(Chair) Anucharaporn Tongluan	Group Director Human Resources, Thavorn Hotels
(Co-Chair) Conor Brannum	Sustainability Consultant
Michael Massey	General Manager, Absolute Twin Sands Resort & Spa
Jonathan Grier	Owner, Villa Phukhao

Education Committee

(Chair) Bart Callens	General Manager, SAii Laguna Phuket
Julian Lowry	General Manager Le Meridien Phuket Beach Resort
Pathama Kanteetaw	Executive Assistant Manager, Paresa Resort

Government Liaison Committee

(Chair) Gerd Kotlorz	General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
Chupong Kingkeaw	Regional Director of Talent and Culture, Accor Southern of Thailand & Pullman Phuket Panwa Beach Resort
Sayamon Sittirit	Cluster Resort Manager, Anantara Mai Khao Phuket Villas & Avani+ Mai Khao Phuket Suites & Villas
Puangkaew Kulsuppakorn	Executive Secretary, Amanpuri
Lert Thavornwongwongse	Director, Thavorn Hotels and Resorts

Destination Marketing Committee

(Co-Chair) Saurabh Upadhyay	Director of Marketing, Angsana Phuket
Nampetch Tipaxsorn	Public Relations and Communications Manager, InterContinental Phuket
David Barrett	Event Consultant, The Slate
Pimpisa Sukpasert	Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort


Membership Committee

(Chair) Christoph Weidemann	General Manager, Doubletree by Hilton Phuket Banthai Resort
(Co-Chair) Pannaphat Lapa	Resort Manager, V Villas Phuket
Logan Daley	General Manager, Angsana Laguna Phuket
Serge Cuypers	General Manager, Anantara Mai Khao Phuket Villas
Michel Scheffers	Area General Manager- Southern Thailand, Amari Phuket.

9 Hornbills Tented Camp, Absolute Twin Sands Resort & Spa, Amanpuri, Amari Phuket, Amora Beach Resort Phuket, Anantara Layan Phuket Resort, Anantara Mai Khao Phuket Villas, Anantara Vacation Club Mai Khao Phuket, Andara Resort & Villas, Angsana Laguna Phuket, Anona Beachfront Phuket Resort, Avista Grand Phuket Karon - Mgallery, Baan Laimai, Baan Yin Dee Boutique Resort, Banyan Tree Phuket, Barceló Coconut Island, Best Western Phuket, Burasari Phuket, Cassia Phuket, Centara Grand Beach Resort Phuket, Chanalai Flora Resort, COMO Point Yamu, Courtyard Marriott Phuket Town, Dewa Phuket Resort and Villas, DoubleTree by Hilton Phuket Banthai Resort, Dusit Thani Laguna Phuket, Fisherman Way Beach Resort, Four Points by Sheraton Phuket, Patong Beach, GLOW Mira Karon Beach, Hilton Garden Inn Phuket Bangtao, Holiday Inn Resort Phuket Patong, HOMA, Homm Bliss Southbeach Patong, Hotel Clover Patong, Hyatt Regency Phuket Resort, InterContinental Phuket Resort, Island Escape by Burasari, JonoX Phuket Karon Hotel, JW Marriott Phuket Resort & Spa, Kata Rocks Resort & Residences, Keemala Phuket, Koyao Island Resort, Kudo Hotel Patong, La Green Hotel & Residence, Le Meridien Phuket Beach Resort, Le Meridien Phuket Mai Khao Beach Resort, Maikhao Dream Villa Resort & Spa, Centara Boutique Collection, Mangosteen Ayurveda & Wellness Resort, Marina Gallery Resort - Kacha - Kalim Bay, Meliá Phuket, Karon Residences, Meliá Phuket Mai Khao, Mövenpick Resort Bangtao Beach Phuket, M SOCIAL Hotel Phuket, My Beach Hotel, Naiyang Beach Resort and Spa, NH Boat Lagoon Resort, Noku Phuket, Nonnee Kata Beach Phuket, Novotel Phuket Kamala Beach, Outrigger Surin Beach Resort, Paresa Resort, Phuket Graceland Resort & Spa, Phuket Marriott Resort & Spa, Merlin Beach, Phuket Marriott Resort & Spa, Nai Yang Beach, Pullman Phuket Arcadia Karon Beach Resort, Proud Phuket, Pullman Phuket Arcadia Naithon Beach, Pullman Phuket Panwa Beach Resort, Radisson Resort and Suites, Rayaburi Hotel Patong, Renaissance Phuket Resort & Spa, Rosewood Phuket, SAii Laguna Phuket, SALA Phuket Mai Khao Beach Resort, Selina Serenity Rawai Phuket, Six Senses Yao Noi, Sole Mio Boutique Hotel & Wellness, Stay Wellbeing & Lifestyle Resort, Thanyapura Sports Hotel, Thavorn Beach Village Resort and Spa, Thavorn Palm Beach Resort, The AIM Patong Hotel, The Bell Pool Villa Resort, The Boathouse Phuket, Kora Beach Resort, The Kee Resort and Spa, The Nai Harn, The Naka Island, a Luxury Collection Resort & Spa, Phuket, The Pavilions Phuket, The Seaton House Phuket, The Shore at Katathani, The Slate, Phuket, The Westin Siray Bay Resort & Spa, Phuket, Tree House Villas Koh Yao, Trisara, Twinpalms MontAzure, Twinpalms Phuket, V Villas Phuket, Villa PhuKhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



CONTACT US

 076 619 518

 info@phukethotelsassociation.com